



TRADE IN DECEMBER.

The average painter, paper hanger and decorator is apt to regard December as a month which brings little or no business in his line and no doubt the merchant who handles wall papers thinks it a rather poor month for his wall paper department. But is it reasonable to take this view of the approaching holiday season, which brings such an extra volume of business in many lines?

We know that in many homes the holidays bring a family reunion, the sons and daughters or other members visit the old home which has been the scene of active preparation for some days, and we do believe that the decorator and dealer who makes an attractive window display of wall papers and offers the timely suggestion could make many sales.

There is no feature in a room that has such a happy influence as a suitable, well selected wall paper in colors that harmonize with the furnishing. There are many housekeepers who would at this time decorate the boys' room or the girls' room, if the suggestion was made.

Wall papers may not be regarded as suitable goods for gifts, but they certainly are the goods to give the home that cheer, attractiveness and appearance of good will, which is inseparable from the time. It also should offer the opportunity for the latest style in interior decoration, for will not some of the visitors be from the cities, and hence familiar with the latest styles?

Is it not an excellent time now for the decorators to introduce some of the latest types of decoration, having more time at their disposal than in the spring?

Is it not worth a determined effort to create this demand through the medium of attractive window displays, neat announcements and suggestions, which can be supplemented by some business calls at the homes of possible prospects?

NEW DISPLAY STAND.

Brown Bros., painters and decorators, Teeswater, Ont., have issued a booklet containing information about their Deco wall paper display stand. The stand is especially designed for displaying wall papers and accessories in stores or by canvassers, and in such a manner that the customer receives the impression of the entire wall covering for a room, the arrangement being such as to permit the dealer to quickly change the sample wall papers and accessories and to allow of conveniently placing them in position on the stand or removing the covering therefrom.

The stand is also intended to obviate the difficulties in proper display heretofore contended with, and to enable the dealer to so arrange his designs that he may instantly display any design or combination in its proper order, together with all the proper mouldings, rails, etc., which go to make the design complete.

Deco display stands can be made to carry an indefinite number of samples, but stands that carry 40 to 50 combinations are preferable, occupying no more room than an ordinary chair. Owing to its compactness and lightness, it may be conveniently placed in the window or any place where the designs will receive good light.

Well Bought is More
Than Half Sold. You Can't
Go Wrong When You Buy

**STAUNTON
WALL PAPERS**

HAVE WE YOUR ORDER?

If not, we will send our salesman or our mail and express set sample books. Charges prepaid. Prices have to advance soon. Don't get caught in a rising market.
THE FOLLOWING BIG SELLERS SHOULD BE IN YOUR SHELVES FOR NEXT SEASON.

Order now while we can book orders for them.

Parlors	Dining Rooms, Halls	Bedrooms
No. 839	No. 679	No. 1783
1762	1833	1800
1823	1811	843
1866	1832	1867
1816	829	846
824		851

STAUNTONS Limited
Makers of Superior Wall Papers
TORONTO

PRIZES! PRIZES!

Open to all Subscribers
to
Bookseller and Stationer

**WINDOW DISPLAYS
NEWSPAPER ADVERTISEMENTS
INTERIOR DISPLAYS
CHRISTMAS SELLING IDEAS**

Full Particulars given
on Page Nine of this issue

Address the Editor—

BOOKSELLER and STATIONER

10 Front St. East. - TORONTO